ABSTRACT

A novel, easy, and efficient manner of toning shades of toluene-based gravure inks is provided, particularly through the incorporation of certain polymeric colorants therein said gravure ink formulations. In addition, such toner additives provide a toning capabilities of carbon black-based gravure inks that provides jetter black appearances with lower degrees of redness and bronzing on various types of printing substrates than other toner formulations of standard alkali blue types of toning additives. Such printed substrates and methods of printing utilizing such novel gravure toner additives are also encompassed within this invention.